



JOHN CHIANG
California State Controller

March 21, 2011

To All Interested Parties:

In recognition of April as Financial Literacy Month and as part of my initiative to increase consumer access to basic financial information, I am inviting you to participate in my *Financial Literacy Fair*. Scheduled to be held on the north side of the State Capitol at 11 a.m. April 7, 2011, the fair will bring together members of the banking and financial services industries, consumer protection, and community-based organizations to tackle the challenge of empowering all Californians through improved financial skills.

The ongoing housing foreclosure and mortgage crisis are symptoms of the financial illiteracy problem in California. Too often, the poor, elderly and underserved communities are the victims of fraud, deception, predatory lending and other abuses.

I hope to establish a Financial Literacy Fund that will provide a central funding source for organizations who wish to partner with the State on financial literacy efforts, and am sponsoring AB 597 (Eng) to achieve that goal. Additionally, this measure would allow for a Financial Literacy Advisory Committee made up of other state agencies and institutions to devise strategies for improving financial literacy in California.

Please join me in helping Californians gain the financial knowledge they need to strengthen their families and their communities. If your organization is interested in participating in the fair, or you have any questions, please contact Lindsey Ross of the State Controller's Office, at 916-327-1265, or LRoss@sco.ca.gov.

Very truly yours,

A handwritten signature in blue ink, reading "John Chiang", is written over the printed name and title.

JOHN CHIANG
California State Controller